



A M E R I C A N  
S C H O O L  
C O U N S E L O R  
A S S O C I A T I O N

## **ASCA SCHOOL COUNSELOR MAGAZINE 2017-2018 ADVERTISING RATES**

Editorial: ASCA School Counselor provides educational articles related to school counseling professionals at all levels: elementary, middle/ junior high, secondary, post-secondary, supervisors, counselor educators and students, as well as state and federal department of education employees.

Published: ASCA School Counselor magazine is published six times a year by the American School Counselor Association. The publication months are September, November, January, March, May and July.

Circulation: 31,000 +-

### **AD RATES - PER INSERTION All Ad Rates Are Net To ASCA**

<b>Four Color</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>
Cover 2 (inside front cover) or 4 (back cover)	\$ 3,749	\$ 3,408	\$ 3,098
Cover 3 (inside back cover)	\$ 3,597	\$ 3,271	\$ 2,973
Full Page – Bleed/Non Bleed	\$ 3,235	\$ 2,945	\$ 2,674
2/3 Page	\$ 2,213	\$ 2,012	\$ 1,829
1/2 Page	\$ 1,698	\$ 1,547	\$ 1,406
1/3 Page (Vertical or Square)	\$ 1,185	\$ 1,084	\$ 984

<b>Black and White</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>
Full Page – Bleed/Non Bleed	\$ 2,490	\$ 2,265	\$ 2,059
2/3 Page	\$ 1,701	\$ 1,548	\$ 1,407
1/2 Page	\$ 1,305	\$ 1,190	\$ 1,084
1/3 Page (Vertical or Square)	\$ 912	\$ 832	\$ 755

## CLOSING DATES

Issue Date	Editorial Focus	Insertion Order Due	Advertising Materials Due
July/Aug 2017	Annual Conference Issue (Expanded Circulation!)	May 12, 2017	May 25, 2017
Sept/Oct 2017	Advocacy via ASCA Resources	July 28, 2017	Aug. 8, 2017
Nov/Dec 2017	Career Readiness	Sept. 28, 2017	Oct. 10, 2017
Jan/Feb 2018	Legal/Ethical Issues	Nov. 28, 2017	Dec. 8, 2017
Mar/Apr 2018	School Counselor of the Year	Jan. 29, 2018	Feb. 9, 2018
May/June 2018	Success Measures	Mar. 28, 2018	April 9, 2018
July/Aug 2018	Working With Families Annual Conference Issue (Expanded Circulation!)	May 11, 2018	May 25, 2018

*(Issue themes subject to change)*

## PRINT MECHANICAL REQUIREMENTS

### Magazine Trim Size 8 3/8 Wide x 10 7/8 High

Full page:	7-3/8" wide x 9-7/8" high (nonbleed) OR 8-5/8" wide x 11-1/8" high (bleed)
2/3 Page:	4-3/4" wide x 9-7/8" high
1/2 page:	7-3/8" wide x 4-3/4" high
1/3 page:	4-3/4" x 4-3/4" (square)      OR      2-1/4" wide x 9-7/8" high (vertical)

Media: High resolution (300 dpi) PDF file with fonts embedded.

Advertising rates are subject to change without notice unless prior advertising commitment has been received. Total billing is due and payable 30 days of invoice date. All cancelations must be in writing prior to insertion deadline for issue and shall not be considered accepted until confirmed by Ad Guidance.

Ads will be invoiced by the American School Counselor Association for each issue individually when the magazine is printed.

For further information, contact: Robin Cibroski  
Ad Guidance, Inc. • 283 Whistlewood Lane, Winchester, VA 22602  
Toll Free: 800-597-7210 • Fax: (540) 542-0550 • E-mail: robin@adguidance.com

Submit all ad materials and insertion order forms to Ad Guidance by fax or email.



# ASCA School Counselor Magazine Advertising Insertion Order

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact \_\_\_\_\_ Email \_\_\_\_\_

Billing Address (if different from above) \_\_\_\_\_

**Ad insertion for:** (check all that apply; please note that covers are four color, full page only)

Four Color     Black & White     Cover 2     Cover 3     Cover 4

(check all that apply)

**Jul/Aug '17 Issue**

Full Page     2/3 Page     1/2 Page     1/3 Page:     Vert     Square

**Sept/Oct '17 Issue**

Full Page     2/3 Page     1/2 Page     1/3 Page:     Vert     Square

**Nov/Dec '17 Issue**

Full Page     2/3 Page     1/2 Page     1/3 Page:     Vert     Square

**Jan/Feb'18 Issue**

Full Page     2/3 Page     1/2 Page     1/3 Page:     Vert     Square

**Mar/Apr '18 Issue**

Full Page     2/3 Page     1/2 Page     1/3 Page:     Vert     Square

**May/Jun '18 Issue**

Full Page     2/3 Page     1/2 Page     1/3 Page:     Vert     Square

**Jul/Aug'18 Issue**

Full Page     2/3 Page     1/2 Page     1/3 Page:     Vert     Square

**Billing:**

\$ \_\_\_\_\_ (rate) X \_\_\_\_\_ (# of insertions) = \$ \_\_\_\_\_ Total

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Fax or email Insertion order to Ad Guidance, robin@adguidance.com, fax: 540-542-0550  
Ad Guidance, Inc. • 283 Whistlewood Lane, Winchester, VA 22602  
Phone: 800-597-7210

# **General Conditions for Advertising in the ASCA School Counselor Magazine**

No advertisement shall be published unless an insertion order form and ad materials (see mechanical requirements) are received at the offices of Ad Guidance, Inc. by the closing deadline specified by Ad Guidance for the issue(s) desired.

Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change is received in writing at the offices of Ad Guidance, Inc. by the closing date for the issue(s) desired. If copy changes are not properly confirmed in writing, the Advertiser's most recent advertisement shall be used.

If all necessary advertising materials are not received at the offices of Ad Guidance, Inc. by the closing deadline for the issue(s) desired, placement of the advertisement in that issue(s) is not guaranteed.

No advertisement may be canceled after the Insertion Order Due date for the issue in which it is scheduled to appear.

Layout and typesetting costs are not included in the Publisher's advertising price and shall be billed separately to the Advertiser at prevailing rates.

The Advertiser must pay the Publisher's invoices within 30 days. The Publisher reserves the right to withhold further advertisements for any Advertiser with a past-due account.

The Publisher shall not be responsible for errors caused by designers and typesetters.

The Publisher shall not be responsible for claims made in advertisements, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.

All advertisements are subject to approval by the Publisher. Such approval shall be granted or withheld solely at the Publisher's absolute discretion.

The Advertiser and any agency utilized by it are subject to satisfactory credit reports.

The Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind resulting from publication thereof, including reasonable attorney's fees and all other associated costs of litigation.

In the event that a dispute arises between the Publisher and the Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.